

	Minitan	Now	Dotum	Assa Time	Dogg	Doolston	Mahila	T-1-1-4	
Traffic: GSOBT	Visitor	New	Return	Avg. Time	Page	Desktop	Mobile	Tablet	
	Sessions	Visitor	Visitor	on Site	Views	Sessions	Sessions	Sessions	
Jan-23	367,077	287,197	79,880	2:21:00	831,503	95,493	255,558	16,026	
Jan-22	411,596	325,099	86,497	2:13:00	786,616	102,581	289,540	19,475	
Var. %	-10.82%	-11.66%	-7.65%	6.02%	5.71%	-6.91%	-11.74%	-17.71%	
	Total	Unique	Vacation	View VG	General	Fishing	Golf	Meetings	
Conversions	Partner	Partner	Guide	Online	e-Tidings	e-news	e-news	e-news	
	Referrals	Referrals	Guide	Offilitie	Signups	Signups	Signups	Signups	
Jan-23	138,428	123,628	4,893	1620	1,893	142	48	6	
Jan-22	190,132	165,606	5,826	1,665	1,373	273	92	2	
Var. %	-27.19%	-25.35%	-16.01%	-2.70%	37.87%	-47.99%	-47.83%	400.00%	
Device									
Desktop	61,069	50,438	1,419	608	250	16	7	4	
Mobile	71,413	67,642	3,183	914	1,425	107	35	2	
Tablet	5,946	5,548	291	98	218	19	6	0	
V. V									
Visitor Type									
New	98,262	88,672	3,805	1,241	1,472	108	41	4	
Return	40,166	34,956	1,088	379	421	34	7	2	
	Total	Unique			General	Fishing	Golf	Meetings	
	Partner	Partner	Vacation	View VG	e-Tidings	e-news	e-news	e-news	
IP Sector	Referrals	Referrals	Guide	Online	Signups	Signups	Signups	Signups	
			938	249					
Lodging Events Calendar	73,778 26,782	65,806 23,414	521	212	192 233	5	0	0	
Restaurants	15,864	13811	607	125	125	1	1	0	
Attractions	15,004	13011	607	123	123	1		0	
Things to Do	20,419	17,991	681	212	80	1	2	0	
Tillings to Do	20,419	17,991	001	212	100	1	2	10	
Channel									
Facebook	9,984	9,331	189	244	1,293	133	45	0	
e-Tidings, etc.	2,705	2,131	203	59	24	0	0	0	
Micro Sites	Golf	Fishing	Meetings	Sports	Blog				
Sessions Sessions	5182	8912	1,434	10,062	58,495				
Total Partner	3102	0912	1,434	10,002	36,493	-			
Referrals	2,472	3,315	298	4,970	14,379				
Social				7,310	14,578	_			
	Facebook	Instagram	YouTube						
Networking	Fans	Followers	Views						
Jan-23	524,095	57,342	116,400						
I 00	100 001	E0.000	07.000						
Jan-22 Var. %	489,034 7.17%	52,260 9.72%	27,200 327.94%						

CONVERSIONS:

Total Partner Referrals record all clicks on any link below (which could include multiple IP CTR's) within a user session.

Visit Website Book Online Redeem Offer **Get Directions** Email address

Phone number

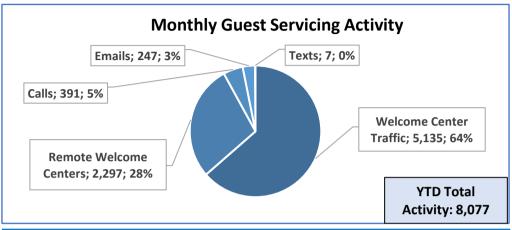
- local or toll free Partner Social Link

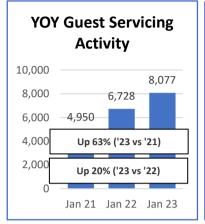
Unique Partner Referrals record 1 click on any link listed above in a user session.

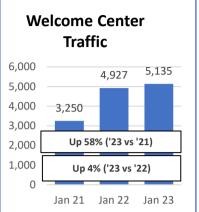
NOTES:

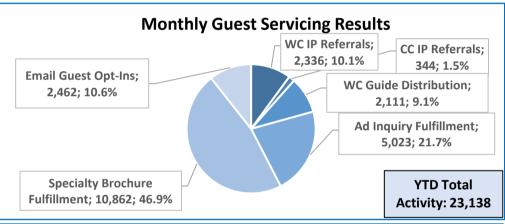
HOSPITALITY AND INFORMATION

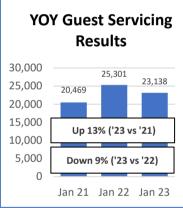
January 2023

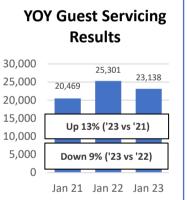


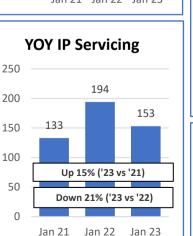












Welcome Center Insights

20% First-time guests 3 Countries

Top Five Guest Question Topics

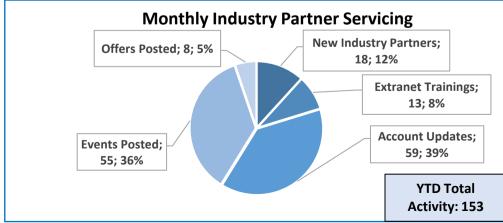
Call, email and text

- 1. Events
- 2. Lodging
- 3. Attraction
- 4. Nature and trails
- 5. Beaches (surf conditions)

Social Media Snapshot

"The girl at the desk was polite and professional and went above and beyond."

- Orange Beach



Gulf Shores & Orange Beach Tourism Performance Measures 2/1/23 (January 23 Activities)

	Current	Current Period		Year-To-Date	Year-To-Date	
Sales Results	Period 2022	2023	% Var.	2022	2023	% Var.
Total Sales Activity	854	856	0.2%	854	856	0.2%
Leads	54	52	-3.7%	54	52	-3.7%
IP Response to Leads	63%	41%	-34.9%	63%	41%	-34.9%
Convention Servicing	100	113	13.0%	100	113	13.0%
Welcome Books Delivered	1,715	2,375	38.5%	1,715	2,375	38.5%
Meeting Events Booked	4	6	50.0%	4	6	50.0%
Meeting Room Nights Generated	602	961	59.6%	602	961	59.6%
Sporting Events Hosted	9	17	88.9%	9	17	88.9%
Sporting Room Nights Generated	1,154	1,799	55.9%	1,154	1,799	55.9%